

PATENT OFFICE

APR 24 1957

Design Division

CONSULTANTS TO THE ADVERTISING SPECIALTY TRADE

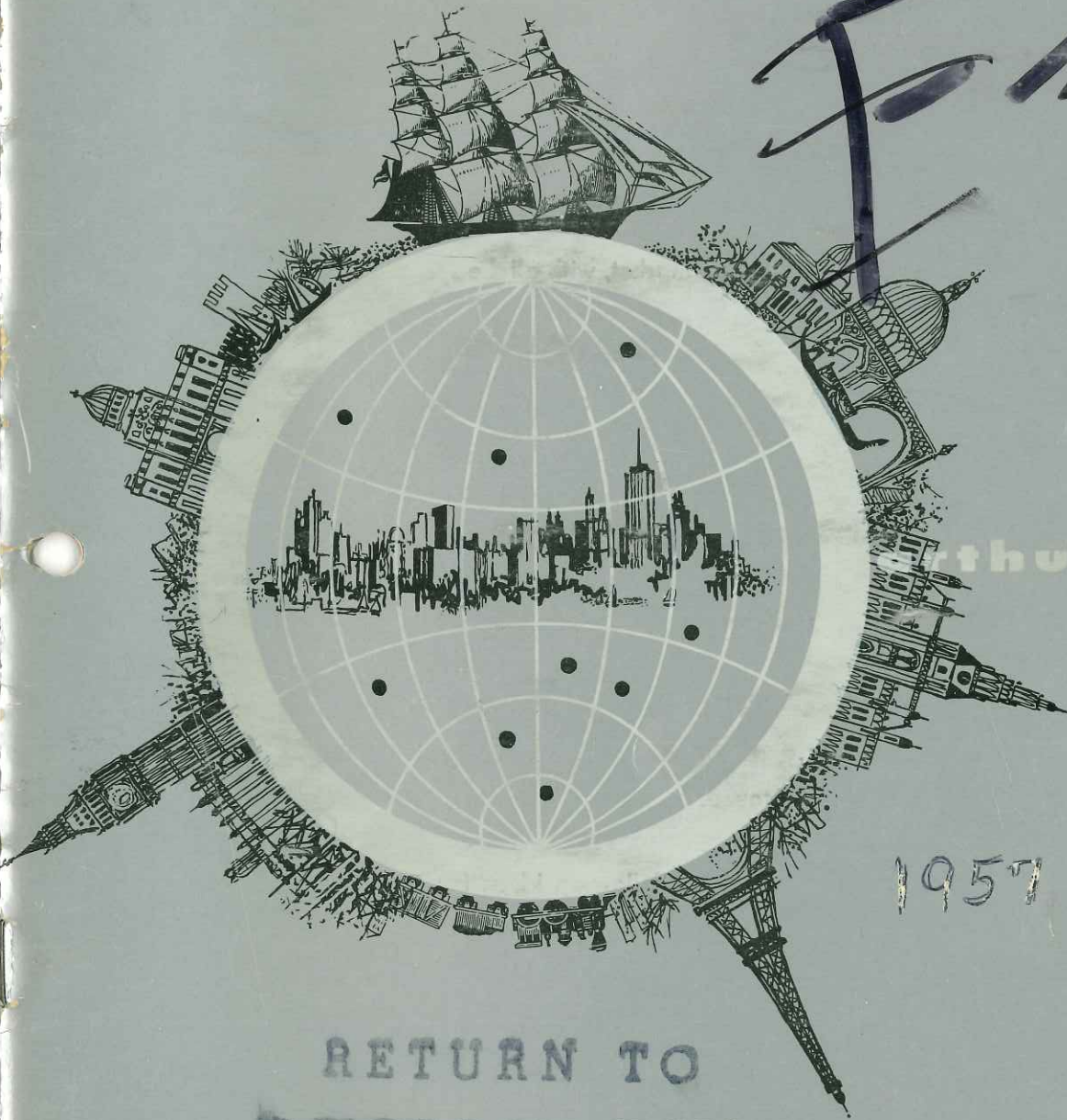
Further salm inc.

CREATORS • MANUFACTURERS • IMPORTERS

1957

RETURN TO
DESIGN DIV.

32 SOUTH CLARK • CHICAGO 3, ILL.



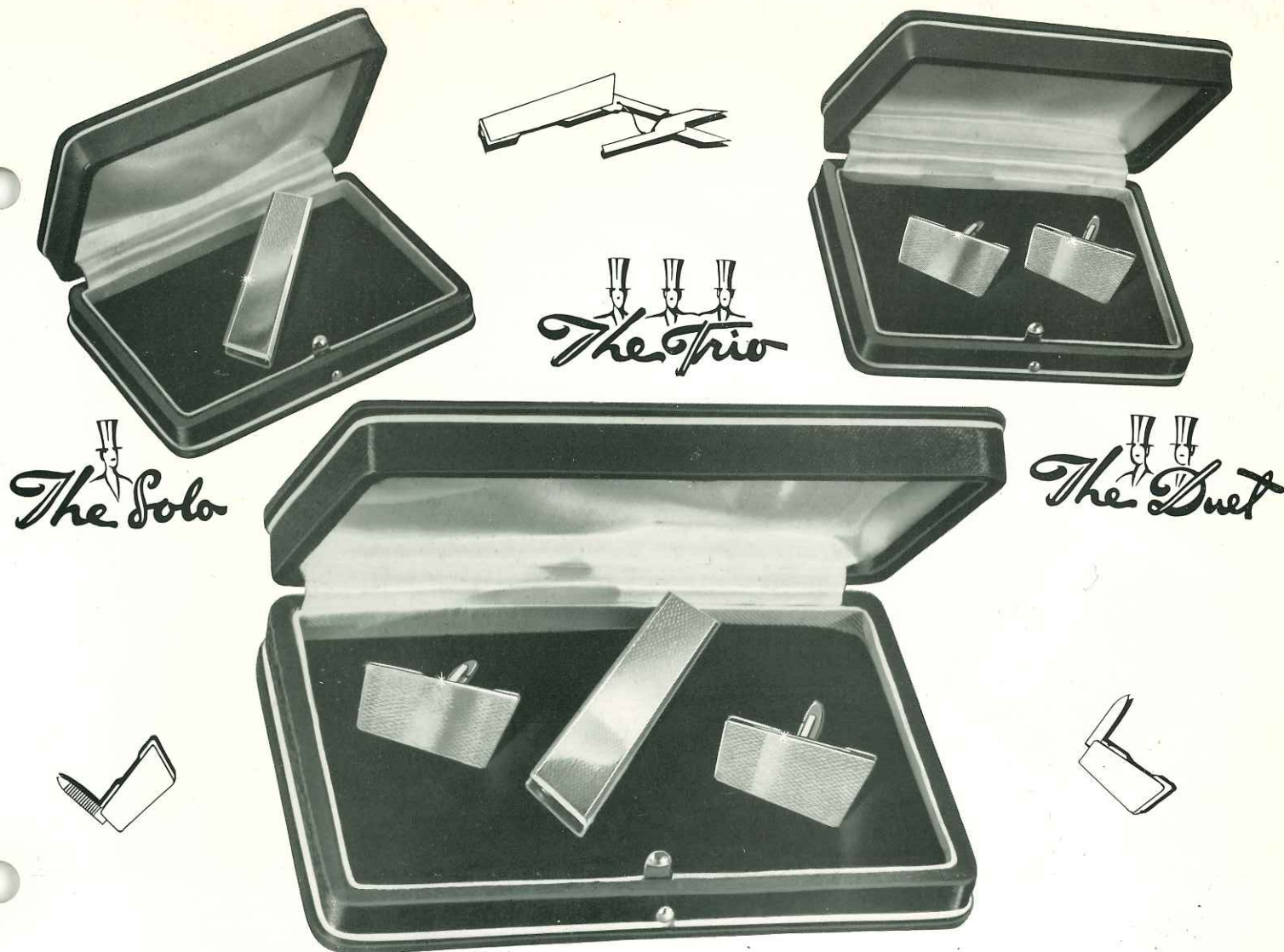
Market analysis — manufacturing know how — technical skill, and a life-time of experience in the advertising specialty field — form the background for the line, contained in this catalogue.

Theoretically; not an item in this display was conceived in Europe. This line was designed here — for the American market, with all the versatility at our command.

The merchandise, was manufactured by skilled craftsmen, in other parts of the world — principally in Europe, under the watchful eyes of our agents; of which we have several — ranging from Italy to Scandinavia. Every item is inspected carefully, before export to America and must again pass our rigid examination before shipment is made to our customers. Our hard won reputation for quality — service and square dealing, is zealously maintained.

Frequent — far ranging trips by our staff, and our agents — include all the world's important industrial fairs and expositions with a practical eye for the new — the different and the improved.

As this catalog goes to press — some of the follow-up ideas for 1957 are already in the blue print stage, giving promise of careful-long-range planning and follow through. The salesman may sell — and his customers buy, from this line, with complete confidence.



"The Solo"

"The Trio"

"The Duet"

Designed in America — manufactured in Italy by master craftsmen — these three unique pieces are made of the same stainless steels, and by the same artisans, who make the very finest pocket knives to be found in all Europe.

In one intriguing cuff-link is a real knife blade — in the other a file — while in the tie-clip will be found a miniature, but usable scissors. Whether — the single tie-clip, the cufflinks separately — or all three together — they come in the most beautiful gift package you have ever seen.

The two-tone black and white jewelcase — with silverplated piano hinge, and spring latch, is entirely hand made in Italy, with black suede leather outside and white piping — black satin tray and padded white satin lid inside.

A truly regal package, worthy of the originality, and quality of the articles it contains. This is the gift item for the man of distinction.

		12-24	25-49	50-99	100-249	250-499	500 up
Trio,	19017	\$8.90	\$8.50	\$8.25	\$7.95	\$7.10	\$6.40
Duet,	19016	6.00	5.80	5.60	5.40	4.75	4.25
Solo,	19015	5.40	5.20	5.00	4.80	4.25	3.80

Subject to 10% Federal Excise Tax.

U.S. and foreign design patents pending.

MASON MAILERS AVAILABLE at 13c each, net.

1-4A 5B 6C



"The Delmonico Salad Set"

With the advent of general refrigeration, the eating habits of America have greatly changed. Salad of some kind is now a must with every meal after breakfast; and few people have a substantial — permanent salad set, that will last forever.

This fine fork and spoon set is forged from stainless steel, and laboriously polished to a gleaming two tone finish. Beautifully designed to match the steak and carving sets, in the same flawless material and finish. The set is encased in a contemporary styled, genuine pig-skin combination — Completely fabric lined — with plated clasp. Mounted on the special platform, the set is easily inserted and removed from the case which in itself, is thin enough — to slip comfortably into any shallow drawer.

Available also, packed in a fine flannel roll; neatly tied, and gift boxed.

A "Take-Home" item of lasting value — endurance — and utility

	12-24	25-49	50-99	100-249	250-499	500 up
No. 30022 in Leather	\$12.80	\$12.50	\$12.25	\$11.80	\$10.55	\$9.55
No. 30072 in Flannel	7.90	7.75	7.60	7.45	6.60	5.90

U.S. and foreign design patents pending.

MAILERS: 13c for #30022; 9c for #30072 each, net.

1-4A 5B 6C



The Delmonico Serving Set

The perfect aid to gracious entertaining.

Since household servants became a thing of the past — help-yourself-buffet serving — has become the symbol of gracious living in upper middle class America. Buffet serving, requires many different implements and this gleaming, two-tone, stainless steel serving set fits squarely into the middle of the picture.

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The streamlined, serving fork and spoon have many uses, but the most versatile of the three, is the handsome server; razor sharp on one edge of the blade, and serrated on the other. The combination will cut anything from angelcake, to hard cheese and salami — and serve it too!

The set is encased in a contemporary styled, genuine pig-skin combination — completely fabric lined — with plated clasp. Mounted on the special platform, the set is easily inserted and removed from the case which in itself, is thin enough — to slip comfortably into any shallow drawer.

Available also, packed in a fine flannel roll; neatly tied, and gift boxed.

The serrated server only, is also available in an attractive silver and black platform box as illustrated in the thumb nail at the right. Here is a take home item in the popular price range.



	12-24	25-49	50-99	100-249	250-499	500 up
30038, 3 pcs. Leather	\$15.40	\$15.10	\$14.90	\$14.60	\$13.00	\$11.70
30088, 3 pcs. Flannel	10.50	10.20	9.90	9.70	8.60	7.70
30058, Serrated Server	4.30	4.10	4.00	3.90	3.45	3.10

MAILERS: 13c for #30038, 9c for #30088 and 30058 each, net.

1-4A 5B 6C



"The Ru-Lite"

A REAL MAN'S LIGHTER

Light — slim — streamlined — with rugged solid brass case — cap and lighter — (not aluminum or iron) chrome plated — brush finish. Fool-proof, hinge and spring. Lighter with windshield — double wheel, small wick and sealed tank, for long retention of fluid. Windshield swings back out of the way, for pipe smokers. Available with engraved monograms, names, or trademark, also etched and filled in multicolor.

Concave 36 inch steel tape built into bottom of case giving Ru-Lite "play-value" — and double utility — a practical, useful, pocket piece and a very good lighter.

No. 20055

PRICES FOR AD COPY PER SURFACE

BLOCK-LETTER ENGRAVING

Monograms, Individual Names without color
See schedule on page 19

ENGRAVING IN COLORED BLOCK LETTERS

One line, one color

Each additional line add 13c net

Each additional color add 2½c net

ETCHING

Trademarks, Special Lettering,
etc. including one color

Each additional color add 1½c net

For a simple etching die add \$5.00 net

Inquire costs of complicated dies.

DIE STAMPING

Maximum 1" x 1" in one color

Each additional color add 2½c net

For a simple die add \$20.00 net

When etching or engraving without color, brass will show thru chrome plated surface, appearing as gold color. This is not counted as a color.

MINIMUM QUANTITY WITH AD COPY — ENGRAVED OR ETCHED
DIE STAMPED

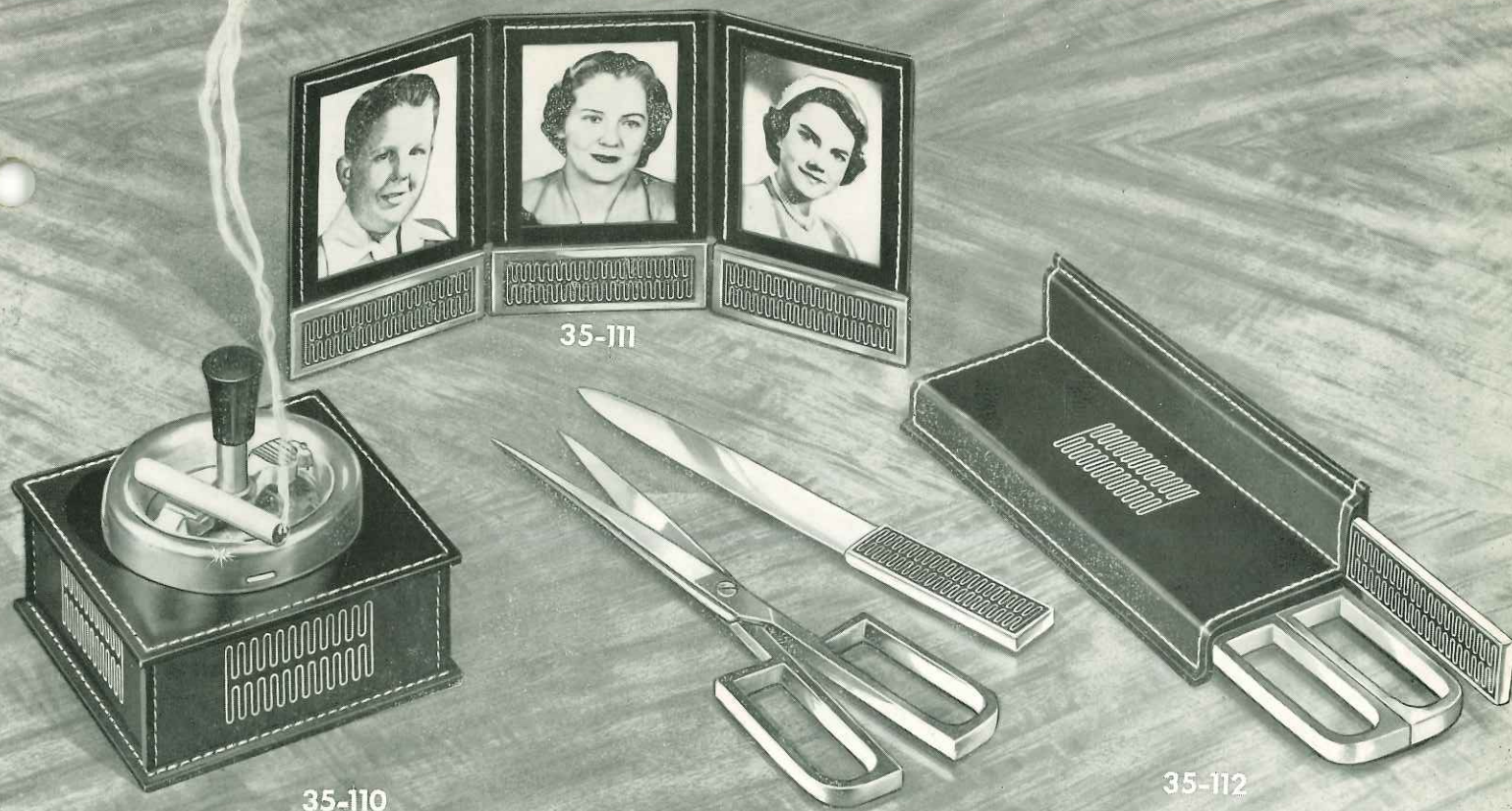
50 pieces
250 pieces

MASON MAILERS AVAILABLE at 8c each, net.

C

50-99	100-249	250-499	500-999	1000 up
\$2.80	\$2.70	\$2.65	\$2.62½	\$2.60

.25	.25	.25	.25	.18 net
.55	.55	.55	.55	.48 net
—	—	.18	.17	.10 net



"The Contemporary" Desk Set

A truly modern — stream lined — jet age — desk set in gleaming — heavy nickel plated steel — and satin soft black cowhide — set off with white Nylon saddle stitching. Masculine — modern — eye appealing — worthy of any executive desk in America.

THE LIBRARY SET — scissors and letter opener are hot forged — heat treated and tempered, to exact specifications. The wide-eyed scissors — of scissors steel — are heavily plated and polished to perfection. The blades are concave and hand ground, so that only a fraction of the blades is in contact at one time. The handsome, hand made, black cowhide scabbard is — in every sense — practical, and worthy of the hardware it contains. Eleven inches long — two inches high.

Individual names may be stamped in white foil on back side of case as indicated in thumb nail sketch at right.



THE SPINNING ASH TRAY in matching steel and leather combination, is a most useful item for any desk. The ball bearing disc, spins away ashes and stubs when the handle is lightly depressed. Airtight metal inner case snuffs out burning stubs — seals in odors. Five inches square by four inches high.

THE THREE OPENING PICTURE FRAME is also in matching satin finished cowhide with heavy nickel plated clips that slide off for insertion of favorite pictures. Picture openings $2\frac{1}{2} \times 3$ "; over all size $10\frac{3}{4}$ " wide by 5" high. Stands easily on the desk.

For travelling — Frame may be folded into a small compact unit $3\frac{1}{2} \times 5$ ".

This is a utility piece that everybody doesn't have. How much closer to a man's heart can you get, than by providing a frame for the pictures of his loved ones?

THE ENSEMBLE — all three pieces available — gift boxed and packed in large gift box making a beautiful, complete desk set.

	6-11	12-24	25-49	50-99	100-249	250-499	500 up
No. 35112 Library Set	\$10.50	\$10.20	\$ 9.90	\$ 9.70	\$ 9.50	\$ 8.55	\$ 7.70
No. 35110 Ash Tray	8.50	8.20	7.95	7.80	7.65	6.80	6.10
No. 35111 Picture Frame	6.30	6.10	5.90	5.70	5.54	4.91	4.40
No. 35115 Ensemble	24.60	23.85	23.30	22.80	22.40	19.95	18.20

Name Plate Feature on Library Set at 50c each per name. Less than 25 \$1.50 set up charge.

MAILERS AVAILABLE: at 10c each, net.

1-5A 6B 7C



"The Magellan" Musical Cigarette Dispenser

Old world charm hits a new high — in this enchanting silver and brass cigarette server.

When the drawer is opened — the brass shutter slides back, permitting access to regular or king size cigarettes — the Swiss musical movement plays "Smoke gets in your eyes" — and the world globe revolves with the music.

Product of one of the leading jewel box makers in Europe — the case is handsomely finished in satin silver plate — with gleaming brass shutter — trays — and trim. The world globe is silver plated and golden brass.

Jewelers quality throughout — handsomely packaged, complete with mailer and romance enclosure card—here is truly an office or take-home item that will bring gratifying response. This is for the gentleman or lady who has everything. Case — seven inches wide — five inches deep — and an inch and a half high — diameter of globe — two and one-eighth inches.

No. 20013

3-5	6-11	12-24	25-49	50 up
\$34.50	\$32.00	\$30.00	\$28.50	\$27.20

MAILER AT NO EXTRA CHARGE

A



"Val-U-Plus" Pocket Knife

This fine all purpose knife is real quality: It contains a scissors, nailfile, knifeblade and screwdriver, all of carbon steel, nickel plated and mirror polished. The knife is sturdily constructed with full brass linings, and flush nickel silver rivets, for the added touch of quality.

Sides are of simulated mother-of-pearl. The beauty of your trademark or advertising message inlaid with nickel silver, or a combination of nickel silver and color, will lend prestige to your company, and the price is low enough for quantity distribution. The inlay will stay put for the life of the knife.

One of the things in which the average man is most particular — is his pocket knife, because it is a personal possession. On no other pocket knife ever, has the attractiveness of the trademark and ad copy been made so permanent, and attractive. The ad copy actually enhances the appearance of the piece.

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No. 10614

DESIGN LIVINGMAN

25-49	50-99	100-249	250-499	500-999	1000 up
\$3.20	\$3.10	\$3.00	\$2.95	\$2.85	\$2.80

PRICES PER KNIFE FOR NICKEL SILVER INLAY IN MINIMUM QUANTITIES OF

	25	50	100	250	500 up
One uninterrupted inlay any size or shape	\$.69	\$.29	\$.16	\$.14	\$.12 net
Two separate inlays on one side	1.23	.52	.28	.24	.20 net
Inlays of different text on both sides	1.38	.58	.32	.28	.24 net

COLOR IN ADDITION TO INLAY: add 5c net per knife for each color.

SCREEN PRINTING: available upon request.

MINIMUM: no orders with ad copy under 25 pieces accepted.

ARTWORK: when requested for approval of order — no charge.

KEYCHAIN RING: available at05 net per knife

MASON MAILERS: available at07 net per knife

C

"The Delmonico Carving Set"

In the Americana Design

America is making a general exodus to the more acceptable suburban and country life. With more space, and greater facilities, the graciousness of entertaining in the home, has again come into its own. With all this — the gentle art of carving is of importance, and of course, a fine set of carving tools is a most acceptable remembrance.

This sturdy, exquisitely designed set is forged from fine stainless steel, polished to a combination mirror and satin finish for pleasing contrast. The cutting edges of the knives are scientifically ground to hold a keen edge, and allow for easy re-sharpening.

The set is encased in a contemporary styled, genuine pig-skin combination — completely fabric lined — with plated clasp. Mounted on the special platform, the set is easily inserted and removed from the case which in itself, is thin enough — to slip comfortably into any shallow drawer.

A lifetime remembrance for the home.

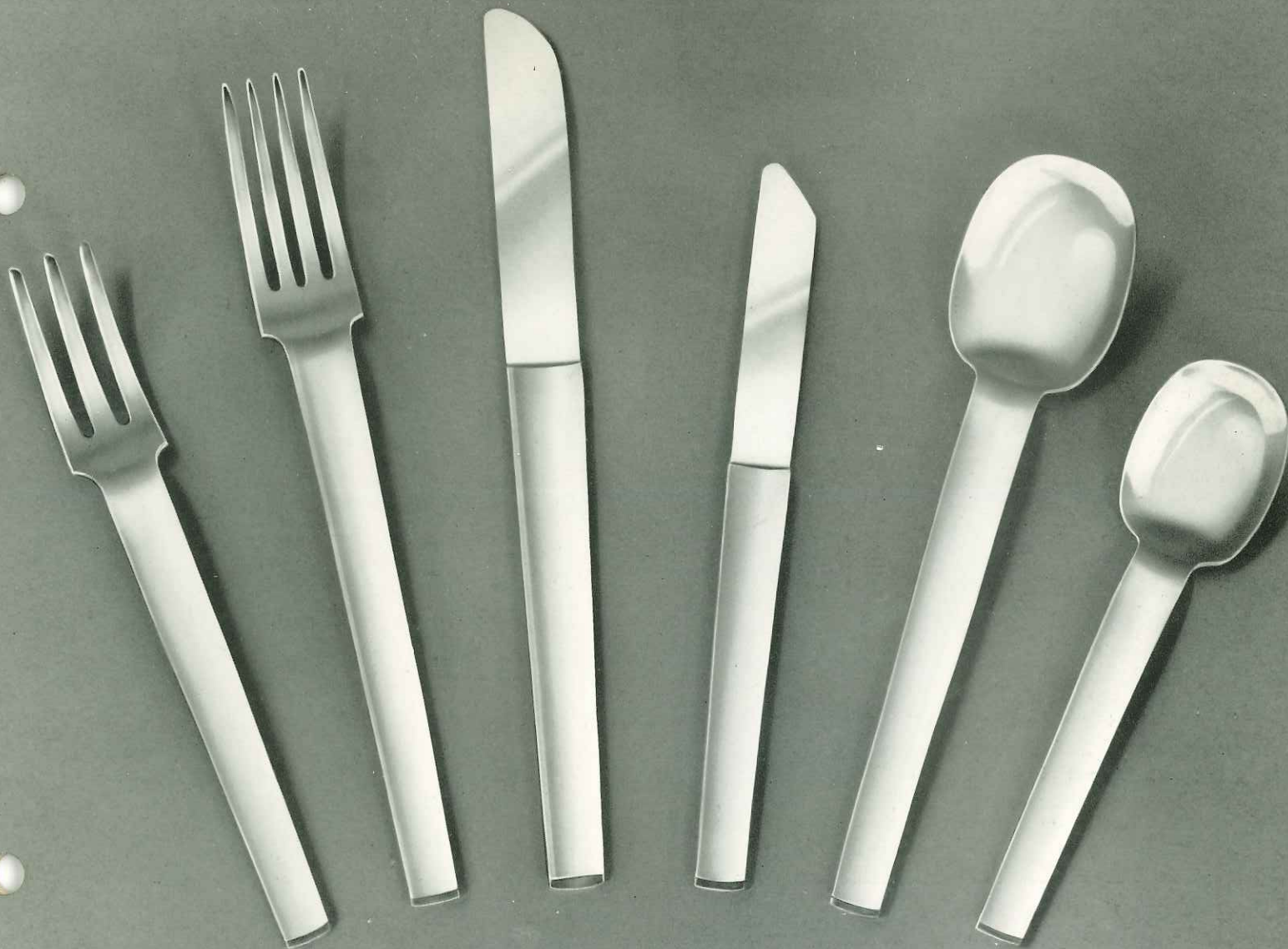
Available also, packed in a fine flannel roll, neatly tied, and gift boxed.

12-24	25-49	50-99	100-249	250-499	500 up
No. 30015 Leather					
\$13.90	\$13.60	\$13.30	\$12.95	\$11.55	\$10.40
No. 30065 Flannel					
9.20	8.95	8.80	8.60	7.70	6.95

MAILERS AVAILABLE at 13c for #30015 and
8c for #30065 each, net.

1-4A 5B 6C





"Mood Moderne"

Winner of the GOOD DESIGN AWARD of the Museum of Modern Art

This flatware is not only designed for beauty, but for functional use as well. The unusual shape of the knife blade, and the extreme concave of the forks and spoons, allow for more pleasant and easier dining. These pieces are made of the finest stainless steel, beautifully satin finished, with highly polished knife blades.

The set comes packed in a fine flannel roll that can be used permanently, and in a black-silver giftbox.

	6 to 11 Sets	12 to 24 Sets	25 to 49 Sets	50 & up Sets	
No. 43006	\$24.50	\$24.00	\$23.50	\$23.00	Per Set of 24 Pieces, Service for Four*
No. 43012	18.00	17.50	17.00	16.50	Per Set of 16 Pieces, Service for Four**
No. 43024	27.00	26.25	25.50	24.75	Per Set of 24 Pieces, Service for Six***

* Four each dinner forks, dinner knives, soup spoons, tea spoons, butter spreaders, salad forks.

** Four each dinner forks, dinner knives, soup spoons, tea spoons.

*** Six each dinner forks, dinner knives, soup spoons, tea spoons.

U.S. patents Nos. D-173,784, D-173,785, D-173,786

MAILERS AVAILABLE at 10c each, net.

C

QUALITY IS THAT WHICH REMAINS LONG AFTER THE PURCHASE PRICE IS FORGOTTEN 



"The Gripsholm" Platters

STAINLESS STEEL sizzling steak and serving platters — made in Sweden by one of the oldest firms in the business — of the famous "18/8" Swedish steel. Exquisite modern-masculine design — with simple, free flowing lines that are found only in pure artistry.

While these platters are essentially for steaks — they may be placed directly under the broiler — the gleaming, two tone, satin and bright finish — makes them perfect for serving hors d'oeuvres, candies, nuts, sandwiches, cakes and most everything for gracious living.

Full sized too — measuring $12\frac{1}{2} \times 7\frac{3}{4}$ inches — here is a pair of beauties to flatter any man, and send his wife into rapturous appreciation.

"Kimpacked" in a fine silver and black giftbox, with grey kraft sleeve; well worded Romance card of course, included. Available in pairs or singles. If sets of four, sixes, or eights are wanted — simply specify such and take the total quantity price.

	3-5	6-11	12-24	25-49	50-99	100 up
No. 32010 (set of 2)	\$14.90	\$13.80	\$13.30	\$13.00	\$12.70	\$12.40
No. 32011 (one)	8.50	7.60	7.20	7.00	6.80	6.60

MAILERS AVAILABLE at 13c each, net.

A



"The Delmonico Steak Set"

In the Americana Design

Broiling steaks for family and friends, is the cherished prerogative of "mine host" in this modern age. The best efforts of the amateur chef are greatly enhanced — when razor sharp steak knives are available for the "piece de resistance."

This set of six matched stainless steel steak knives is the ultimate in fine cutlery. They match the carving set on opposite page in design, quality and finish. One set may be given for one occasion, and the completing unit for the next time.

The set is encased in a contemporary styled, genuine pig-skin combination — completely fabric lined — with plated clasp. Mounted on the special platform, the set is easily inserted and removed from the case which in itself, is thin enough — to slip comfortably into any shallow drawer.

Available also, packed in a fine flannel roll, neatly tied, and gift boxed.

Designed for Gracious Living

	12-24	25-49	50-99	100-249	250-499	500 up
No. 30018 (in leather)	\$12.50	\$12.25	\$12.00	\$11.50	\$10.30	\$ 9.25
No. 30068 (in flannel)	7.90	7.75	7.60	7.45	6.60	5.90

MAILERS AVAILABLE at 10c for #30018; 8c for #30068 each, net.

1-4A 5B 6C

PATENT OFFICE

APR 24 1957

DESIGN DIVISION



"The Trim Kit"

Just the thing for the busy executive. Neat and compact, so that it can easily be tucked away in pocket, brief, or luggage case. Genuine top grain cowhide, in the popular London tan, is of the sleeve pullout type. The set includes quality Hot Forged, 4 inch nickel plated nippers, a triplecut nailfile, and a combination cleaner-pusher.

No. 1403

	25-49	50-99	100-249	250-499	500 up
	\$3.90	\$3.80	\$3.75	\$3.65	\$3.25
Tax	.08	.08	.07½	.07½	.06½ net

Subject to listed Federal Excise Tax.

MAILERS AVAILABLE at 9c each, net.

1-4A 5B



"The Delmonico Game Shears"

The finest — most unusually designed and constructed poultry shears of all time. The same sleek streamlining as our steak — carving — and salad sets, beautifully two tone — bright and satin finished — made of tempered scissors steel, fully chrome plated and polished. Cleverly concealed spring — dirt-proof — positive action and catch.

Ever since the war, with the return of the American people to gracious dining at home — the demand for game shears, has become increasingly great. These shears are so powerful, a woman may cut poultry bones with ease — and with the serrated edge — also work wonders with frozen foods — when the packages are not too thick!

The shears are encased in a beautifully styled genuine pig-skin combination — completely lined — with plated clasp. Mounted on the special platform, the shears are easily inserted and removed from the case — which in itself, is thin enough — to slip comfortably into any shallow drawer.

Here is a remembrance — reflecting value, far beyond its cost — that will be kept — used — and remembered for a lifetime.

Available also cello wrapped in fitted platform gift box without the leather case.

12-24	25-49	50-99	100-249	250-499	500 up
No. 12030 Leather					
\$8.25	\$8.00	\$7.80	\$7.60	\$6.75	\$6.00
No. 12040 Paper Box					
5.30	5.10	5.00	4.90	4.35	3.90

U.S. Patent D-176994

MAILERS AVAILABLE at 10c each, net.

1-4A 5B 6C

"The Commerce and Industry" Desk Set

Since the discovery of steel — all men have an inherent fondness for fine cutlery. Even in a Desk Set — man insists on scabbard and instruments, that are *masculine in appearance, functional of design, and substantial in quality.*

All these attributes are admirably combined in this new Desk Set, consisting of a heavy genuine top grain cowhide scabbard, in rich tan color; double saddle stitched, with suede backing. The full size — handsome letter opener, is forged steel with a timely motif, typifying commerce and industry embossed on the handle; and inlaid with three, fired enamel, colors. A convenient nine inch ruler on back of blade. The entire opener is heavily nickel plated and polished to a mirror finish.

The scissors are hot forged — of scissors steel — heat treated and tempered to perfection. The blades are hand honed, so that only a fraction of an inch of the blades, is in contact at one time. Heavily nickel plated and polished with wide-eyed handles for the masculine hand.

Serviceable — substantial — very moderately priced.

No. 14057

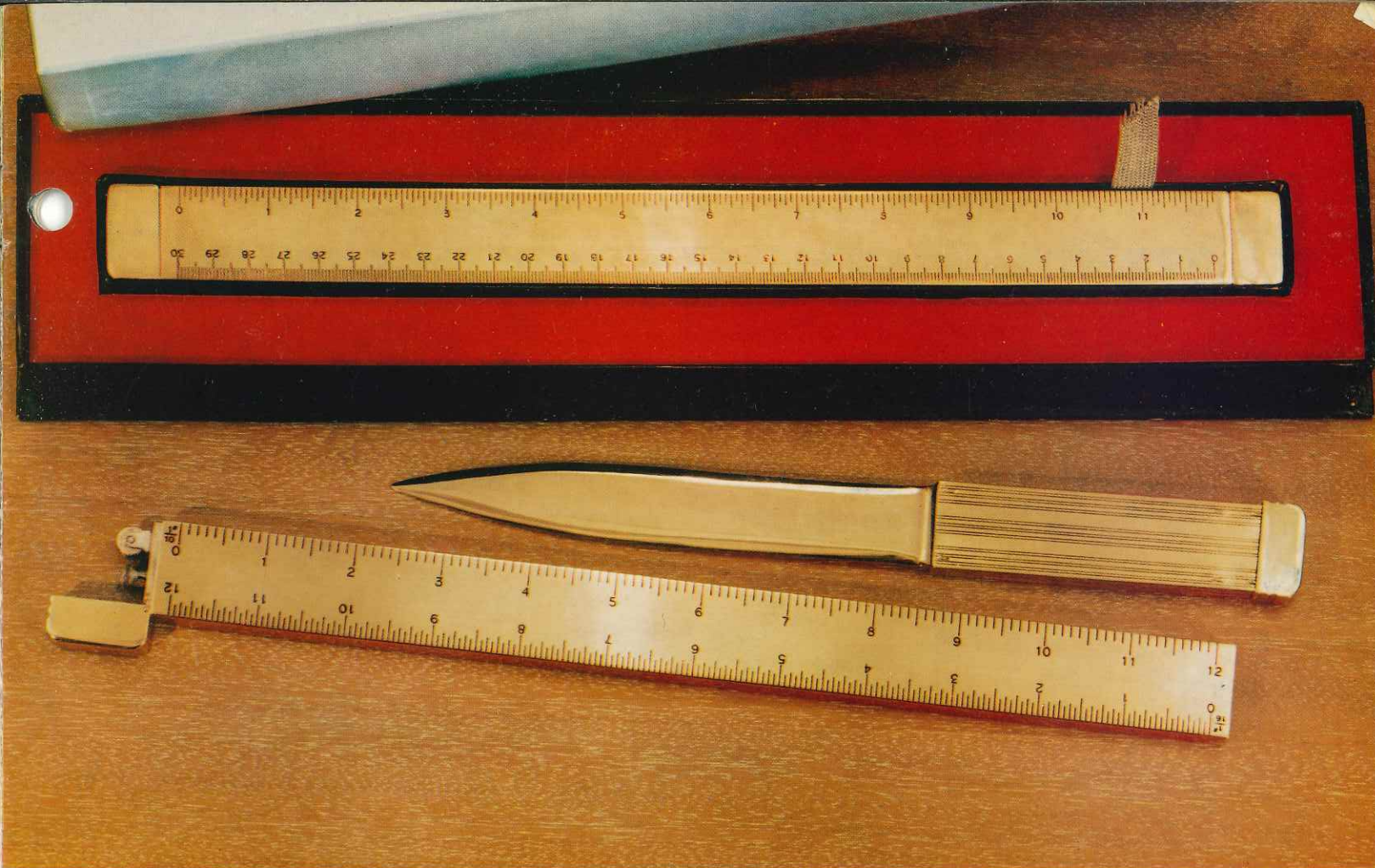
12-24	25-49	50-99	100-249	250-499	500 up
\$7.20	\$6.90	\$6.70	\$6.40	\$6.30	\$5.60

For goldstamping on blade section of scabbard see page 19

MAILERS AVAILABLE at 8c each, net.

1-5A 6B





"The Golden Rule"

The handiest, newest, desk item in a decade

A combination ruler — lighter — letter opener — paper weight and "doodler." Brand new — tailor made for the American Executive.

Made of solid brass in brushed finish, with contrasting high polish — for two tone effect, heavily lacquered. Engraved and filled calibrations in 1/16 and 1/10 inches. Fitted with a brass letter opener "engine turned," with space for personalization on the handle. Also a lighter of double wheel construction, with sealed deep well for long retention of fluid.

Trouble-proof — accurate — useful — smart.

Packed in triple-tone, flanged, platform giftbox; beautifully finished in silver-black with red inserts. A convenient ribbon for lifting. Protective corrugated strip around flange and grey Kraft sleeve.

Here is a real utility desk item that no one already has.

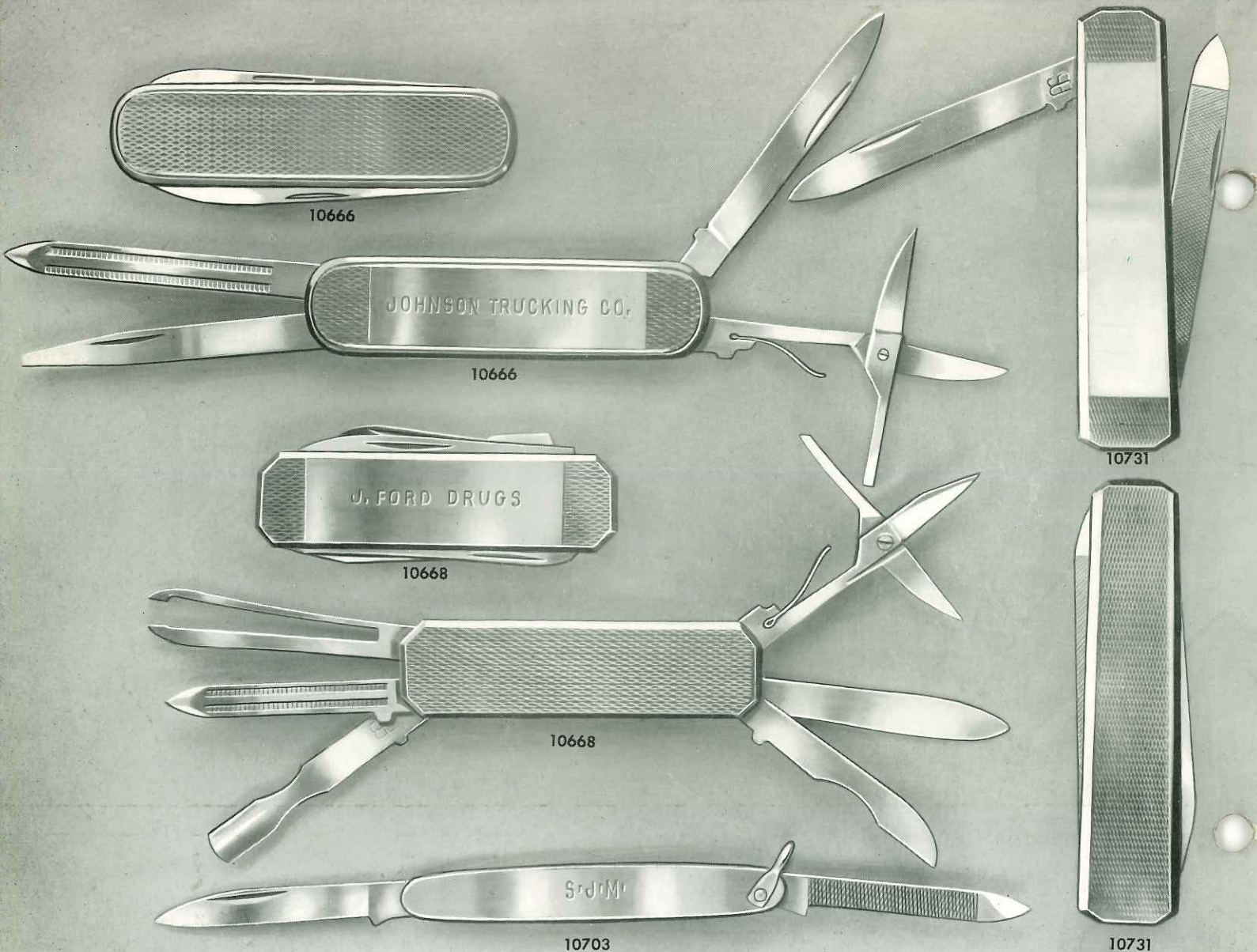
No. 14060	6-11	12-24	25-49	50-99	100 up
	\$10.60	\$10.20	\$10.00	\$9.80	\$8.00

U.S. and foreign design patents pending.

MAILERS AVAILABLE at 12c each, net.

1-4A 5C

QUALITY IS THAT WHICH REMAINS LONG AFTER THE PURCHASE PRICE IS FORGOTTEN 



"The Knife of Distinction"

No. 10666

The sides are of gleaming stainless steel, engine turned, in a beautiful design. All 4 implements, the knifeblade, scissors, file, and screwdriver are mirror polished. Overall length of knife closed is 2-5/8th inches.

"Tweezers Knife"

No. 10668

Unusually small all-purpose pocket knife containing 6 implements, a knifeblade, nailfile, cuticle pusher, cuticle cutter, scissors, and tweezers. Entirely of stainless steel, with beautiful engine turned sides. Overall length of knife closed 2-5/16th inches.

No.	12-24	25-49	50-99	100-249	250-499	500 up
10666	\$4.30	\$4.05	\$3.90	\$3.70	\$3.60	\$3.20
10668	5.75	5.50	5.40	5.25	5.00	4.40
10703	2.00	1.80	1.75	1.70	1.66	1.48
10731	3.10	2.90	2.80	2.70	2.50	2.20

We can supply many different pocket knives not listed.

Penny Jingle Cards available at 2c each, net.

MASON MAILERS AVAILABLE at 7c each, net.

1-5A 6B

"A Real Gem"

No. 10703

Made completely of gleaming mirror polished stainless steel, wafer thin, unusually light, and priced for quantity distribution.

"The Top Hat"

No. 10731

Truly a gentleman's knife — wafer thin — all stainless steel — one fine blade plus a triple cut flexible file blade. The case is nicely engine turned both sides — with space for personalization or monogram. Size of knife closed, is 2 5/8" long and 1/8" thin.



"The Indispensable"

The handiest, most practical gadget yet devised for general all around use. Sturdy — exceptionally well made, heavily nickelplated — it incorporates a bottle opener — cork screw — and beer can puncher — all in one compact beautifully designed instrument complete with cowhide case. It is a natural for the picnicker — the fisherman — the hunter — the boater — the back yard amateur chef and bartender — in fact all forms of hospitality, and general day to day use — where food and libation are involved.

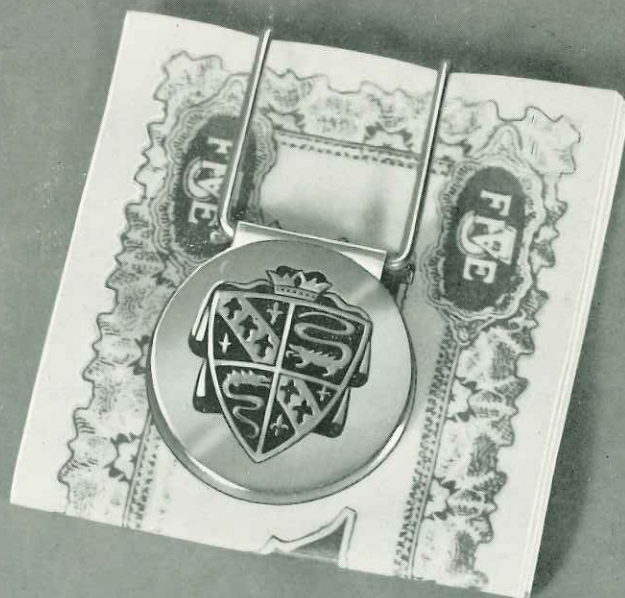
Nicely gift boxed, and priced for wide distribution.

No. 32033 in tan cowhide leathersheath					
12-24	25-49	50-99	100-249	250-499	500 up
\$2.00	\$1.90	\$1.80	\$1.70	\$1.50	\$1.35

Same item without leather scabbard (use #32032) deduct 20c list any quantity.

MASON MAILERS AVAILABLE at 8c each, net.

1-4A 5B 6C



"The Continental" Money Clip

With money being of such little value these days — it takes a lot of it, constantly — in all walks of daily life. Bills, carried loosely in the pocket, are easily lost, and not immediately missed. This lever action clip, holds one or more bills firmly at all times, and yet, is quickly released by lifting the weighted medallion.

Sturdily constructed of chrome plated steel, with baked enamel inlay over the heraldic design. A practical, "pocket business card" —with your name, or trademark, silver stamped, on ad patch attached to under side of medallion, where it will be seen and read each time it is used.

No. 19001

25-49	50-99	100-249	250-499	500-999	1000 up
\$1.50	\$1.15	\$1.05	\$1.00	\$.89	\$.80

Prices include three lines of ad copy, or stamping from customer's cut that will fit. 3c less any quantity if no add copy.

MASON MAILERS AVAILABLE at 7c each, net.

1-4A 5B 6C

PRINTING and ENGRAVING INFORMATION

GOLD STAMPING

All gold stamping is done in 24-K gold. Prices for Gold Stamping include up to 4 lines of advertising copy. The charge for orders requiring special dies, will be made available promptly after receipt of order.

ENGRAVING

All engraving is done in jewelers style, right into the metal. A maximum of 18 letters is permitted per line. If a line has more letters, that line will be priced as two lines. Trademarks or special lettering require engraving dies. A simple die costs about \$20.00 net, and the engraving charge is at the two line price. The charges for a special order requiring a complicated die and engraving, will be made available promptly after receipt of order. All lists of individual names or monograms should be typewritten and submitted in duplicate.

Quantity	Gold Stamping on Leather	Engraving on Metal		
		One Line	Two Lines	Three Lines
6 to 11	\$.34 each	\$.34 each	\$.47 each	\$.60 each
12 to 24	.22 each	.22 each	.35 each	.48 each
25 to 49	.13 each	.15 each	.28 each	.41 each
50 to 99	.10 each	.15 each	.28 each	.41 each
100 to 249	.08 each	.14 each	.26 each	.38 each
250 to 499	.06 each	.12 each	.22 each	.32 each
500 and up	.05 each	.11 each	.21 each	.31 each

INDIVIDUAL NAMES or MONOGRAMS

1-24	\$.40 each	Monograms	\$.15 each
25-49	.35 each	Individual Names	.20 each
50 and up	.25 each		

Goldstamping on blade section of "Commerce and Industry" desk set #14057 \$.50 each, any quantity; minimum 50 pieces.

On all items, be sure to specify where the copy is wanted.

All Service Charges are Net

GENERAL INFORMATION

PACKAGING

All items nicely gift boxed in silver and black combination.

ROMANCE CARDS

Attractive, well written romance enclosure card in each box. (Included in listed prices.)

SHIPPING TIME

All items carried in stock in Chicago; normal shipping time two weeks after receipt of order. Allow ten days additional for special copy requiring dies, such as trademarks and emblems.

On the 10614 — Val-U-Plus knife, if requiring nickel silver inlay, and the 20055 — Ru-Lite, requiring other than block letter engraving allow approximately seventy days after receipt of order, or approximately forty to forty-five days, if shipped by air; at a cost of 8 cents additional per piece in 1000 lots or more — 11 cents each for 500 — and 14 cents each for less than 500.

Both #10614 and 20055 are carried in stock in Chicago without copy.

QUANTITIES LESS THAN MINIMUM QUOTED

On orders for quantities less than minimum quoted there will be a charge of \$1.00 without, and \$2.00 with ad copy, net added to the total price of the order, regardless of quantity.

INDIVIDUAL MAILING

Individual mailing service is available at a charge of 20c net per unit, in addition to the cost of the mail, PROVIDED ADDRESSED LABELS ARE SUPPLIED.

CHRISTMAS WRAPPING

Christmas wrapping is available at a charge of 15c net per package.

INSURANCE

Full value insurance available when specified, on shipments and individual mailings.

ALL AD COPY EXTRA

All prices are listed without ad copy or personalization, except for the moneyclip #19001.

FEDERAL EXCISE TAX

The amount of Federal Excise Tax, when applicable in our interpretation, is shown with each item. This is a retail tax and must be collected from the ultimate consumer.

PRICES

All prices and sales subject to terms of acknowledgment. The right is reserved to withdraw any item or items without notice. All prices "net," F.O.B. our warehouse. When inquiring about an order be sure to include our acknowledgment number.

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PATENT OFFICE

APR 24 1957

DESKED JALVAND



RETURN TO
DESIGN DIV.